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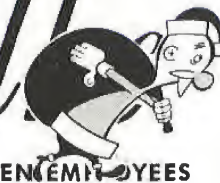
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Legal Department

Shoptall

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Shoptalker

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COVER STORY

It takes 40 minutes to make the first copy on a Photostat machine, according to Helen Campbell who posed over its bright light. After that, copies come off like hot cakes. The story of the Machine Service Department, of which Photostat service is a part, is told beginning on page 8.

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"Sincere good wishes

to all for a very

happy 1958."

Kenneth Parker

THE BIG BUY

Within the past several days, The Parker Pen Company announced the purchase of the Writing Instrument Division of Eversharp, Inc. Included in this acquisition were the Eversharp patents, trademarks, and other assets in the field of writing instruments and related products; including Eversharp's manufacturing subsidiary, Kimberly Corporation, at Culver City, California. Eversharp's shaving equipment division was not involved.

"Our purpose in acquiring the Eversharp writing equipment operation," wrote Bruce M. Jeffris to Parker shareholders, "is to permit us to broaden our line of writing instruments and to help us enter the lower price market in which the Eversharp tradename is well-known and respected here and abroad. The Parker name will continue as the tradename

in the quality market where it has shown its greatest strength through the years.

"We are pleased to link the Eversharp trademark to Parker," the letter concluded. "and we look with keen expectancy to the opportunities for growth offered by this acquisition."

The Eversharp Pen Company will operate as a subsidiary under a managing director and staff responsible to the management of The Parker Pen Company. Named to the position Executive Vice President and Managing Director is C. G. Heath, who during the past six years has been Vice President of Sales and Advertising for Eversharp in Canada.

Vice President of Marketing of the new Parker subsidiary is George A. Eddy, former domestic advertising

(Continued on next page)

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Eversharp products are manufactured by the Kimberly Corporation of Culver City, California. Kimberly facilities were sold to Parker along with the Eversharp writing instrument division. This plant will continue to produce Eversharp products.

manager for Parker. Eddy has served as chief liaison between Parker Pen and Eversharp for several weeks prior to the final signing which ended negotiations.

Named to the position Operations Vice President for Kimberly is Arthur Glynn, former planning and control coordinator in the manufacturing division.

Earle Miller, formerly an assistant on the International Management Staff, has been named Secretary Treasurer of the Eversharp Pen Company and the Kimberly Corporation.

Production of Eversharp products will be continued at the Culver City facility, Mr. Heath reported. However, an administrative headquarters has been established at Arlington Heights, Illinois.

What is today Parker's newest sub-

siary was founded in 1905 as the Wahl Adding Machine Company. In 1915, Wahl purchased controlling interest in the Eversharp Pencil Company and began manufacturing pencils in Chicago. In 1917, the writing equipment business was expanded by the purchase and subsequent move to Chicago of the Boston Fountain Pen Company.

In 1940, the company changed its name to Eversharp, Inc. and opened a radio advertising campaign. A new quiz show, emceed by accordion-playing Phil Baker, took to the air under the title "Take It or Leave It" and under the sponsorship of Eversharp, Inc. Overnight the show pumped three new cliches into the American vocabulary—"The \$64 Question", "That's Right with Eversharp," and "You'll be sor-r-ry!"

Throughout the years of World

War II Phil Baker and "Take It or Leave It" kept the Eversharp name on a nation's tongue and when wartime production restrictions eased, the public responded. Net sales of Eversharp Inc. increased sharply in 1945.

That same year two decisions were made by the company—one for the good and the other not so. In one, Eversharp acquired working control of the Magazine Repeating Razor Company, manufacturers of the Schick Injector Razor. In the other it purchased American rights to the

be overcome by Parker with its solidly-established merchandising program which has proven itself in terms of sales and growth within the industry."

He added: "This move will enable the Eversharp management and personnel to concentrate their efforts and resources on further development of our very profitable shaving instrument division which markets the Eversharp-Schick Injector Razor and Blade products."

During its years in the writing instrument business, Eversharp, Inc.



Emcee Phil Baker congratulates a contestant in this picture from out of the past.

Biro ball-point pen patents. But ball pens were still premature and early sales gains were quickly erased.

"Declining sales in our writing instrument division in recent years," said Thomas J. Welsh, executive vice president of Eversharp, Inc., "coupled with increased costs of production and distribution, have led to a profitless operation. This loss can

claims some notable "firsts." The company was first in the development of the mechanical pencil, was first to produce mechanical pencil leads as used in today's pencils, and was first with a successful ball pen. Other landmarks in the company's history include the propel-repel-expel pencil mechanism and the now famous "Magic Feed" principle.



First Year For Franchise

One of the country's most dedicated Fair Traders, Parker Pen has termed the first year of its comprehensive retail franchise program a "slow, but markedly successful effort." At the same time, Parker admitted that enforcement of the program had been "costly, yet determined."

Parker's franchise program was inaugurated September 17, 1956 and serves to enforce Fair Trade in those states with Fair Trade Laws.

In the first year, over 17,000 Parker dealers signed franchise agreements with the company, officials announced.

"This is a reduction from our former dealer lists which contained over 20,000 dealer names," according to John Mack, domestic sales head.

"Such a shrinkage was both natural and anticipated, however," he added, "since many of this surplus number were dealers of record only and had not actively carried our line for some time. In fact, further proof that the loss of these dealers was not harmful is that in the past year sales have increased.

"It was and is our intent to use the franchise program to select retailers willing to assume obligations of proper display, servicing and clerk training and thereby improve sales and service to consumers of Parker products."

Mack revealed that during the past year Parker has actively enforced its franchise program through the courts. He said that such enforcement has cost approximately \$130,000 to administer.

Three legal firms are retained in New York, San Francisco and Chicago for Parker Fair Trade matters exclusively. This is in addition to temporary retention of attorneys in local areas where violations are uncovered.

A recent summary indicated that, in the first year of enforcement, Parker has in-

stituted a total of 292 Fair Trade actions. Of these, 177 injunctions were obtained, 96 are now pending in courts, and 19 were dropped after satisfactory settlements were reached.

Pending now are 99 additional investigations of suspected Fair Trade violations.

"Parker has never lost an action involving a substantiated breach of its Fair Trade rights," Mack said. "While this litigation is considered a necessary burden by the company in enforcing its rights, we much prefer the Golden Rule of our franchise program to courtroom procedure."

BIE Day Brings Sixty to Parker

Sixty high and elementary school teachers from Janesville and nearby rural areas toured Arrow Park in mid-November in the annual observance of Business-Industry-Education day. The group was made welcome at the beginning of the tour by L. Jack Bennett, plant superintendent, and gathered in the cafeteria for refreshments after the tour.

There they were told a bit of the history and present-day activities of the company by Daniel Parker, executive vice president; Phelps Walker, director of manufacturing; Wilson Green, director of product development; Lawrence Peck, assistant personnel director; and Joseph Van Camp, comptroller.

Later that evening, the 60 were guests of the company at a dinner sponsored by the Chamber of Commerce held in the cafeteria.

Alice Kersten, Legal Department, has been admitted to practice by the United States Patent Office, having successfully passed the Patent Bar requirements, and is a fully qualified Patent Solicitor.

Miss Penette of 1958

Charlene Woodrell, named Miss Penette of 1958, is the second queen in contest history to have served first in the Penette court of honor. Miss Woodrell, a typist in the Collection department, is a member of the 1957 Penette group and has helped conduct about 3,500 people through Arrow Park.

Twelve young ladies share honors with Miss Penette as members of her court. They are: (see cut from left) Marilyn McGonagill, Personnel; Renee Welper, Purchasing; Darlene Williquette, Metals; Sonja Speer, Plastic Fabrication; Patricia Kirves, Final Assembly; Marilyn Warren, Plastic Fabrication; Arlene DeGarmo, Mail Desk; Miss Penette Charlene Woodrell; Jacqueline Levihn, Tabulating; Joyce Stone, Clerical Services; Patricia Tobin, Product Control; Julie Rockwell, Engineering; and Joyce Crawford, Sales Correspondence. Miss Crawford is a cousin to past queen Janice Crawford and Joyce Stone is a sister to one-time Penette Jeri Stone.

Miss Woodrell and other members of the 1957 Court will assist in the tour training of the new Penettes which will be carried out during December. They assume their

official plant tour hostess duties in January.

The young ladies were selected from among 29 candidates on the basis of appearance, poise, knowledge of the company, conversational ability and photogenicity. Judges were: Mrs. Evelyn Shuler, and Messrs. Eugene Seibert, director of personnel; Richard Myers, market research director; Richard Holznecht, public relations director; and John Dooley, Rex Photo.

The Moment of Decision





Mimeographing is a key service of the Machine Service Department. In the photo, Lucille Homan places a stencil on the machine while Isla Kjendalen works on another to be run.

Smooth Service

A million of something is almost impossible to imagine. But to any one of the girls in Parker's Machine Service department a million is the number of sheets of paper they fed into the department's mimeograph machine this year. These million sheets of paper came in 2,000 reams with a total weight of 10,000 pounds and they carried every one. Stacked one atop the other, these reams of paper would tower six times higher than the General Office building it-

self. That's a million and you can't imagine it unless you've done it.

But mimeographing 1,000,000 sheets of paper is only a small part of the work done by the 16 women in Machine Service. Doris Pautz, who directs the activities of the group under the supervision of Florence Schaller, reads off an inventory of equipment like a production engineer reviewing his facilities. Among the machinery operated by her gals are a power cutter, book binder, package

tier, automatic and manual typewriters, varityper, a folder, a graphotype, addressographs, a perforator for Robotype and a reperforator, plus a power stapler.

In addition, they maintain a file of some 50,000 addressograph plates which require constant changing, they bind and hold all company shipping invoices for the past seven-year period, maintain a department stockroom jammed with hundreds of thousands of sheets of mimeograph paper in 11 colors and a multitude of forms—and, they can type a letter to almost any place in the world which can be read by its recipient at the exact moment it is being typed. Machine Service also includes a teletype receiver-transmitter.

Sometime back the teletype machine began clattering out a message which, the operator noticed, contained some rather clumsy grammatical construction. Curious, she typed out a question as to who was calling. In return came what she described as "a long, foreign-looking name." Not satisfied and still in the dark, she tapped "What city and state?" To her great surprise the clattered reply told her she was talking to Vienna, Austria! It was a distributor requesting merchandise.

One of the big assets for the company in the Machine Service department is the robot typewriter. This device, using a paper roll similar to that which makes a player piano give forth fortissimo, types the same letter repeatedly with little or no assist from human hands. With this equipment at his disposal an executive can send personalized letters to

as many as 400 people (the department places a limit on quantity), each appearing to have been typed by the sender's personal secretary.

Another service of the department provides the indispensable link between **Shoptalker** and its reader. That is its preparation for mailing. The women in Machine Service stuff Parker publications and countless other materials into envelopes to be mailed. A good stuffer, according to Doris Pautz, can push 400 letters into envelopes in the space of an hour! And without a single paper cut (stuffers wear white cotton gloves.)

It takes a special kind of girl to function well in the Machine Service department. At her best she is tall (to operate the mimeograph machine

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Stuffing Parker publications in preparation for mailing takes many hands. Here, working on last month's **Shoptalker**, are: (clockwise from left) Shirley Shoemaker, Carole Tripke, Carol Roeber, Alice Schling, Janice Osterhus, and Joretta Knudson.



Foreign Visitor Lauds Parker

The job of a Penette is often routine, but now and then the excitement which is ever-present in an international business organization shows up in her life in the form of plant visitors from foreign lands. These visitors are the most fun, but also the most challenging for they dwell on every word and ask many, many more questions than the average U. S. plant tourist.

But the visits of foreign people are often most gratifying as evidenced by the letter received from Mr. Rajendra Prasad, an Indian educator studying at the University of Wisconsin, who toured Arrow Park recently with three others of his profession. In part the letter read:

"...I take this opportunity to thank you and your staff for the care they took of me and the other three educators who had travelled with me to visit your great concern.

"I had always admired the workmanship of the Parker pens and when I saw the

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which stands 48 inches high), is a good typist, has manual dexterity (to undo jammed equipment), has some artistic ability, is adaptable (a jack-of-all trades) and above all should possess an even temperament.

This super-girl is difficult to find and it would be incorrect to say that the Machine Service Department is swarming with them. The department prides itself on meeting almost any deadline "and we can't do that if we rely on solo experts," says Doris Pautz. For every skilled job in the department, there are two girls who can do it. In this way, if one is not available, another can take her place. And it's sure psychology that if there's another around who can take your place you stay on your toes. Perhaps that's the secret of the efficiency of Machine Service.



Penette Nancy Rowley escorted Mr. Rajendra Prasad and his party through Arrow Park. From left are Miss Rowley, Mr. Krishna Raju, Mr. Prasad, Miss Saigal, and Miss S. M. Bhagi. The group is shown during their tour of the Gold Nib Department.

exquisite care that is taken of the products before they are sent out, my appreciation for your workmanship has much increased.

"I was also very much impressed by the arrangements that exist for the workers of the factory, especially from the way they fill and make their own duty and wage cards, the way they are entertained with music ... and the manner in which some workers told me that they have been in the service of the company for more than 30 years.

"I have used your Parker 21 with great satisfaction and I am sure that the costlier models must be real pieces of craftsmanship.

"...Once again I am very thankful to you for the fine treatment."

The annual Feather Party conducted at the Parker "51" Club shack drew a record crowd of 105 members and guests. They consumed a record 115 pounds of turkey, according to club president Les Nelson.

Parker-Scanlon Third Year Ends With Excitement in the Air

"We are buying for the future," said Daniel Parker in his "State of Our Affairs" address highlighting the third annual Parker-Scanlon Plan dinner meeting at Arrow Park cafeteria.

Mr. Parker spoke following a cocktail party, dinner and annual business meeting of the screening committee, conducted by Phelps Walker, chairman. More than 35 guests, including members of the International Management Staff, officials of the company's United States division, zone managers and labor representatives, were introduced by Walker.

"There is sharp excitement in the air these days," said Mr. Parker in describing a company transition from a high value, low volume producer to being that, plus a low unit value, high volume producer. He explained that financial statements of the future will be the test of the changing times, predicting continued growth of the

company as it extends its leadership in the writing instrument industry.

Describing the new brand of excitement at Parker as "something more fundamental and more substantial" than our usual pre-Christmas rush, Mr. Parker outlined the changes in policy involved in the production of the T-Ball Jotter.

"In reducing the price of a more expensive ball pen than our competitors—one worth 50% more—we took the step to make this company the leader of the future," he said. To assure this, "We must blend lowness of cost and highness of quality to set a margin which is bigger so we can shout louder."

Noting the rising sales of ball pens and a drop in the demand for the nib type, Mr. Parker said this is no forecast of the end of the fountain pen but an indication that continued strenuous efforts are needed to add more real improvements.

"It will be a matter of cost versus price, and quality, and promotion, as we continue the race toward an instrument which will combine the niceness and individuality of the fountain pen with the convenience of the ball point," he said. "If we diminish our individual efforts toward making a better fountain pen, it will die," he predicted.

"Because we are as we are—people making efforts to sell 61 pens—we must not make \$1.95 ball pens that are not properly reflective of our ability to make a product appealingly worth \$20 even if the \$1.95 ball pen is worth every penny of its price when compared with its competition," said Mr. Parker.

In extending his views beyond the production and sales problems of the company, Mr. Parker criticized U. S. tariff laws, which he said were mistakenly thought to protect. "The laws were written to protect various interests which found themselves

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In attendance at the third annual Parker-Scanlon Plan dinner were (from left) Paul Deily, Donald Hoague, Carl Priest, Fred Lesieur, and Daniel Parker.



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in international competition and were scared to death by the prospect," he said.

An example of the problems arising through our tariff laws is the difficulty in doing business with American products in Chile, which he demonstrated as showing the danger to a free flow of American goods to foreign countries.

"The best solution for helping a freer flow of trade lies at first in lower tariffs. Then, as we readjust, tariffs should be abolished," he said in repeating a long time policy of Parker officials. He called attention to the European attempt toward free trade in the formation of the European Common Market, which he said will make Europe a stronger producer and as a result, a larger consumer.

Praise for the harmony of Parker Pen Company management and employees was expressed by Fred Lesieur, Scanlon plan consultant. "I wish industry today could get more publicity on 'getting along together', and not so much on labor-management strife," he said in calling attention to the success of Parker experiences. "The kind of union complaint we have just heard here tonight—where union leaders complain about overtime—is unheard of in most labor-management discussions," he said.

More than 120 screening committee representatives and guests enjoyed a beef prime rib dinner and then adjourned to the meeting room for a business session, conducted by Phelps Walker, chairman.

Employee suggestions for improvement of products and working conditions were discussed and reports were heard from heads of the purchasing, inspection, production and engineering departments, Oliver Sanders, Donald Miller, L. Jack Bennett, and Edward Grumich, respectively. Employee suggestions were presented during the discussions by Don Hoague, William Watson, and Paul Deily.

Among the guests introduced at the meeting was Carl Priest, who compared The Parker Pen Company to the great British navy tradition of a "happy ship—an efficient ship—resulting in smooth sailing."

'Bundles' Fund Creates Memorial Scholarship

More than \$200 in cash left from an employe Bundles for Britain program organized 10-plus years ago has been turned into Parker stock and presented to the Milton College scholarship fund in memory of the Kenneth Oberbruner children, Mary and Gary.

The fund was organized to purchase and send food packages to Parker employes and their families in England. As of this year, \$246.13 still remained in a Janesville bank. A company contribution which rounded the



sum out to \$500 made it possible to purchase 32 shares of company stock for the memorial offering.

Norman Byford, managing director of the English company, presented the stock certificate to Percy L. Dunn, president of Milton College, as Evelyn Ellen, representing Parker employes, and Kenneth Oberbruner, father of the children, looked on (see cut). The youngsters drowned near their Milton home a few weeks ago.

Florence Davies, Automatics, marked 25 years with Parker Pen on December 1. Norman R. Lowry, Molding, observed his 35th anniversary with the company this month.



One of the places visited by executives of Parker Pen was the Brunswick Drug Company, an important wholesale distributor and dealer of Parker products. Brunswick is a showplace of automation. Orders "read" from IBM cards are filled automatically by an elaborate mechanical system. Manufacturing Director Phelps Walker is shown inspecting a portion of the Brunswick equipment with Omer V. Choquette, vice president in charge of purchasing for Brunswick.

The camera's eye caught Personnel Director Eugene H. Seibert behind the counter of Schwabacher Frey Company, San Francisco. Seibert, one of four Parker division heads to make the trip, is shown demonstrating the Parker 61 to a prospective and apparently interested customer.



Division Heads Make Pen Selling Field Trips

Wherever people work in a large organization, many will be found who tend to confine their thinking to the bounds of their own particular duties. Their jobs become paramount.

Westerner Carl Priest says that this affliction is sometimes thought to exist in Janesville. "Our Account Managers," says Priest, "may think Parker Pen in Janesville is housed in a big, ivory tower with frosted windows."

Being a man of action, Priest has done something to help break down this illusion. Last month, at his invitation, Division Heads Phelps Walker, manufacturing; Eugene Seibert, personnel; John Mack, domestic sales; and Robert Burmeister, finance, spent an entire week in California working behind pen counters, pounding the pavements with Account Managers and calling on Parker dealers and suppliers.

The object of the trip, said Priest, was to create mutual understanding among divisions on sales problems. "It provided opportunity for each of our division chiefs to obtain first-hand information in the field," said Priest. "Later, when questions arise as to the advisability of a certain action, these men will know its affect on sales and salesmen," he said.

To assure that they know, Mr. Priest has arranged for similar tours to each of the remaining five sales zones. These trips will follow the same pattern. Four days spent in the company of four different account managers who are instructed to go about their regular routines. "We don't want our division heads to be given a tour of the town and see only the dealers who are complimentary," said Priest. "We want them to experience what account managers experience in the day to day job of selling the Parker products that are made in Janesville.



The Party Line

Last issue, The Party Line printed a comment favoring the new Mail department smocks and the suggestion that the girls wear name tags. The decision was left to the gals who would wear them and they voted against name badges. So, for the benefit of the person who wants to know



their names and for the rest who would like to see the smocks, **Shoptalker** took this picture. From left are Agnes Butters, Norma Thorsen, Arlene DeGarmo and Donna Yeske.

The smocks were purchased as a protection for the mail carriers' clothing. It was found that printers inks on the multitude of mail handled by the girls often rubbed off and soiled their clothes.

For Safety

Have noticed for some time that stairways on the west end of the main office are dimly lit—is especially so on dark days and at 4:30 during winter. Very dark at stairwells. Could be dangerous—especially with snowy or wet feet. Suggest lighting be improved.

Better Rule Book

It would be nice if we could have our little pink books on office personnel rules and regulations brought up to date.

Unwise Cracking

Did you ever sit next to a person who is continually "cracking" her chewing gum? Oh, if they would only keep their mouth closed as the sound is enough to drive anyone crazy! I like gum, too, but not the sound effects in a business office.

Marquardt Wins Montor Award

Arthur Marquardt, Automatics, is the 1957-58 winner of the big Alfred Montor Cup, presented annually by the Parker Athletic Association for excellence in sports activity. Marquardt's name joins those of George Babcock and Anne Naeser on the shields of honor which decorate the base of the cup.

Marquardt has been an enthusiastic bowler and golfer for the past 10 years. His golfing team, the Putters, have twice in recent years taken the Team Trophy. His best score at the Janesville Municipal Golf Course is a low 36.

In bowling, Marquardt is a member of the Screw Machine team in the Parker league. He holds down a high 195 average and has in the past won the 700 Score and Hi-Lo Tourney.

The Montor Cup, presented four years ago to the Athletic Association by Gian Aurely, Parker's Singapore distributor in memory of the founder of Aurely's company, Montor Limited, was awarded at the annual Association Harvest Dance. The winner was decided by a carefully planned point system based on athletic ability, prowess and sportsmanship.

Over the Shoulder



Factories of the early 1900's appeared to be suspended from the ceiling. Throughout the work day shop employees listened to the rhythmic flap-flap-flap as long belts brought power to their machines. Electric

motors in those days were bulky and expensive. It was much more economical, in money and space, to utilize a central power source. This scene was the Parker Tool Room of the era.

Ten Years Ago . . .

Four hundred and thirteen Christmas packages of food delicacies provided by Parker employees in Janesville were shipped off to the Parker employees at the plant and offices in England. This year, money remaining in the fund was turned into scholarship aid for Milton College. (see story on page 12).

And 10 Years Ago . . .

The quonset type warehouse at the side of the Court Street office building was erected.

And 10 Years Ago . . .

One George Parker was listed as center on the Indiana University football squad. His number, you're right, was 51.

And 10 Years Ago . . .

Preference for black "51" pens jumped from 18 per cent of total Parker "51" production to 36 per cent in just nine months. Today, between 35 and 39 per cent of Parker 61 production is black.

And 10 Plus 25 Years Ago . . .

Carl E. Priest of Parker Pen was fired! It seems that Priest, then a salesman, devoted two weeks on a big order from a drug house in Omaha. His boss, Gus Anders, figured this was too long and wrote informing him that he was through and should turn in his samples. But before the letter reached Priest, he clinched the all-time big order and sent it out. The day the firing letter arrived, Priest also received a telegram from Anders stating: "Carl—ignore the letter—you are a wonderful salesman."





This pair of rare Lincoln photographs was presented to Daniel Parker, executive vice president of The Parker Pen Company, during a November speaking engagement before members of the Illinois Credit Union League and the CUNA Mutual Insurance Society at Chicago.

The original negatives were made by Alexander Hesler during the presidential campaign of 1860. A limited number of sets were produced by Karsh of Ottawa. This set was presented to Mr. Parker "in recognition of outstanding service to the credit union movement."

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